Total Potential NRG

A 70 kg man is attached to a 15 m long bungee cord. He jumps off a bridge that is 50 m above the water. When he stops falling, the cord has stretched to a length of 44 meters. Assuming the spring constant of the bungee cord is 71.8 N/m. What is the total potential NRG relative to the water when he stops moving?